

Wastelines is Going Paperless

This is the last hard copy edition of *Wastelines* that will be sent through snail mail. This is one more step in reducing our environmental footprint by eliminating printing wastes, including inks, solvents and paper. Much discussion went into this decision and, in the end, we could not ignore the numbers. Below are three eye-opening figures that helped motivate this change.

- We have mailed over 1,800 lbs. of paper since the first issue.
- Postage costs have increased by 21 percent over the last 10 years.
- Printing costs have increased by 40 percent since 2003.

With these cost changes and waste reductions in mind, the NHPPP has taken steps over the last decade to keep *Wastelines* as a printed copy, for example, going from an eight-page newsletter to a four-page spread and eventually to a single sheet, and decreasing the number of editions sent out per year. The cost analysis this year has made our decision to go paperless not only P2 but necessary.

If you would like to be linked to our *Wastelines* e-mailing list, please subscribe at www.des.nh.gov/media/enews/index.htm. You may subscribe to any one or more of DES's publications from this site.

NHPPP Wastelines

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2008 Governor's Award

Two New Hampshire companies, Anheuser-Busch Inc. Merrimack Facility and Southeastern Container Inc. of Hudson, were presented with this year's Granite Governor's Award, which recognizes outstanding pollution prevention practices in businesses and organizations.

The Anheuser-Busch brewery is engaged in brewing, packaging and shipping of malt beverages. Anheuser-Busch installed the anaerobic Bio-Energy Recovery Systems (BERS) to pre-treat brewery wastewater and to produce biogas for use as a renewable fuel. As a result, this project reduced boiler fossil fuel purchases, reduced air emissions and enabled process equipment that was labor intensive and energy inefficient to be shut down. This process also reduced costs associated with Anheuser-Busch's on-site wastewater pretreatment processes and the subsequent off-site treatment by the town of Merrimack wastewater treatment facility. The net air emissions reduction was 178 metric tons, energy reduction was 1,024,000 kWh, and net fuel savings were 91,000 MMBtu.

Anheuser-Busch and the town have worked cooperatively on environmental and financial issues related to wastewater treatment. These actions facilitated the construction of the BERS anaerobic wastewater pretreatment system. This system benefits both parties through reduced operating costs, reduced air emissions and less odor with Anheuser-Busch realizing a savings of more than \$2.3 million per year. The Anheuser-



From left to right: DES Commissioner Thomas Burack; Jackie Hamel, Senior Asst. Brewmaster; Roland Vance, EHS&S Resident Manager; Tom Blake, EHS&S Manager (Environmental); Gov. John Lynch; John Mills, Plant Manager; Mike Beck, Resident Engineer; and Jeff Anderson, Business Manager.



From left to right: DES Commissioner Thomas Burack; John Fischer, General Manager; Gov. John Lynch; and John Palermo, SEC Chairman of the Board.

Busch Merrimack facility recycles more than 99 percent of solid waste it generates. Anheuser-Busch was an Honorable Mention Governor's Award winner for its new energy-efficient heating, ventilating and air conditioning system in 2002.

Southeastern Container in Hudson produces 20-ounce and two-liter plastic bottles for Coca-Cola bottling facilities in the Northeast. Southeastern Container initiated the Plant Environmental Program that is part of a corporate strategy to reduce the plant's environmental footprint in the areas of energy, raw material and natural resource usage. As part of this program, the bottling raw material demand from January to May 2008 was reduced by 1,946,000 pounds saving the company \$1.7 million. During this time period, these projects resulted in a decrease of 1,947,247 lbs. of CO₂ emissions, 1,651,609 kWh of electricity, which is the equivalent of 113,961 gallons of oil. The company also changed its packaging process by reusing and recycling plastic, which reduced its solid waste by 1,404 cargo airbags, 10,000 lbs. of cardboard, 18,000 lbs. of PET plastic strapping, and 1,000 lbs. of plastic LDPE wrap. Southeastern estimates the costs of implementing these projects will be paid back in one year, and it will save approximately \$1.9 million per year after payback. Southeastern Container was a 2007 Honorable Mention Governor's Award winner for its air recovery system and bottling production process changes.

Four New Hampshire businesses and organizations received an Honorable Mention Award for their pollution prevention efforts: FCI USA Inc. of Lincoln, Goss International Americas Inc. of Durham, Symmetry Medical PolyVac of Manchester, and Wire Belt Company of America in Londonderry.

FCI USA in Lincoln is a manufacturer of electrical connectors for the electrical power generation and distribution industries. The company instituted best practices throughout the manufacturing floor and maintenance departments that resulted in savings in many different categories. These projects included: eliminating the metal softening process on some products; procuring new state of the art cutting equipment that resulted in improved yield of raw materials; and using mechanical methods rather than chemical methods when de-scaling copper products. These projects saved the

company 15,601 lbs. of raw materials, 633,055 kWh of electricity and approximately \$74,000 per year.

Goss International Americas Inc. designs and manufactures printing presses and associated equipment for newspaper and commercial publishers. The projects highlighted for the award were chemical reduction in parts washing and preparation, water usage reduction, and a complete lighting retrofit. Goss reduced its hazardous waste generation by eliminating 405 gallons of hazardous chemicals in the yearly inventory. Goss also changed its painting process by purchasing chemicals with a lower phosphate content, resulting in 695 pounds of nutrients not being discharged into wastewater. In addition, 314,600 gallons of water and 1,084,115 kWh of energy were saved, returning \$120,000 to the company.

Symmetry Medical PolyVac offers solutions to organizing and protecting medical instruments. In the last year, they implemented many environmental initiatives, including a program targeting coolant recovery and a recycling project that optimized cost recovery. The company also introduced an environmental management system through a series of trainings. Its projects drove a movement to reduce its global footprint while building employee morale, awareness and self-empowerment. The company reduced its chemical usage by 330 gallons and energy by 263,517 kWh and saved approximately \$2 million in the last year. In addition, 21.8 tons of polypropylene chips that were landfilled in previous years are now recycled.

Wirebelt Company of America is a family-owned and operated manufacturer of stainless steel wire belt conveyers and conveyor belting. The company incorporated a program into its business model that pro-

notes environmental stewardship and responsibility. Most significantly, it changed its product from a plastic to steel belt that is 100 percent recyclable and takes less time to clean, thus reducing water and chemical usage. In addition, it instituted a "20 by 10 initiative" that will lead to a 20 percent energy reduction by 2010. In the last six years, it has reduced its total energy consumption by 200,000 kWh.

Contact the New Hampshire Pollution Prevention Program at (603) 271-0878 or NHPPP@des.nh.gov to see how your company can benefit from implementing pollution prevention strategies or visit the NHPPP website at www.des.nh.gov/organization/commissioner/p2au/pps/ppp/index.htm for more information on pollution prevention activities and programs.

NHPPP Checks Back With a Commercial Wine Storage Designer

In November 2007, the NHPPP provided site assistance at Vigilant Inc. in Dover. Vigilant is a small company with approximately 40 employees that manufactures high-end wine racks, humidors and cigar cabinets. Their raw materials include **medium-density fiberboard (MDF)**, hardwoods and two types of acetone ethanol-based paint.

During the site visit, the NHPPP evaluated both Vigilant's manufacturing floor and the office for opportunities to reduce their impact on the environment. One year later, Vigilant has managed to implement numerous environmental and pollution prevention practices recommended in the NHPPP's site visit report: These include:

Packaging Materials – Vigilant has switched from packing foam, which may contain heavy metals, to pulp cardboard. In addition, the size of the cardboard has been reduced by 10 inches, which saves on the amount of materials used.

Lighting – Energy efficient lighting was installed in the manufacturing space. This lighting is reported to be 33 percent brighter and uses 50 percent less electricity.

Air Compressors – Vigilant added a second compressed air holding tank, which allows the air compressor to run fewer hours thus tremendously reduce its kWh usage.

During the visit, the NHPPP noticed much of the scrap MDF was being discarded. The company was cutting the material efficiently but still had a large amount of scrap. Since the visit, Vigilant has partnered with an area school that will take the scraps for student projects.



The office staff has been doing their part as well. When ordering office supplies such as paper, coffee filters and paper towels, a recycled product is considered above all other factors. The CAD/Design department utilizes its electronic resources more efficiently by allowing them to go paperless. No projects are printed unless it is vital or as a final copy and this reduced the paper usage in this department by 95 percent. Printers in other de-

partments are set to be double-sided and any non-confidential pages that are printed on one side are set aside as scrap paper for the next print job. The company has gone one step further by adding the Forestry Stewardship Council (FSC) as their chain of custody for the catalog by using RAM FSC certified paper.

Light sensors and air hand dryers have been installed in the bathrooms with an order for universal foam soap dispensers to be filled later in the year. In the kitchenette, reusable silverware has been made available to all employees as well as recycling bins for all materials.

10 Signs of Greenwashing

In recent months, there has been significant publicity about companies who are "going green." This is a real trend for many companies, however, in some cases, companies gloss over their practices with catch phrases such as "environmental sustainability," "eco-friendly products" and "zero carbon footprint." Sound familiar? The NHPPP would like our readers to be aware of "greenwashing." This is defined as an environmental claim that is unsubstantiated (a fib) or



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irrelevant (a distraction). According to *The Greenwashing Guide* by Futerra Sustainability Communications, these claims can be found in advertising, PR or on packaging, and made about people, organizations and products. In this guide, Futerra has identified 10 signs of greenwashing:

- **Fluffy Language:** Words or terms with no clear meaning, e.g., “eco-friendly.”
- **Green Products/Dirty Company:** Example, efficient light bulbs made in a factory that pollutes rivers.
- **Suggestive Pictures:** Green images that indicate (un-justified) green impact, e.g., flowers blooming from exhaust pipes.
- **Irrelevant Claims:** Emphasizing one tiny green attribute when everything else is un-green.
- **Best in Class?:** Declaring you are slightly greener than the rest, even if the rest are pretty terrible.
- **Just Not Credible:** “Eco-friendly cigarettes,” anyone? “Greening” a dangerous product doesn’t make it safe.
- **Gobbledygook:** Jargon and information that only a scientist could check or understand.
- **Imaginary Friends:** A “label” that looks like a third party endorsement ... except it’s fabricated.

- **No Proof:** It could be right, but where’s the evidence?
- **Out-Right Lying:** Totally fabricated claims or data.

Many of you can probably envision at least one or two products that fit into one or more of these categories. Please read all labels, research “eco-friendly” products and be wary of items that may seem to display the green attitude without being green. If in doubt, look for certified products such as “GreenSeal” (www.green-seal.org).



Why Reduce Paper Usage?

Did you know ... when you smell a dump, what you actually smell is the paper in the dump?!

Printed on 100% post-consumer content processed chlorine-free paper.